

Amendments to the claims:

1-19. canceled.

20. (original): An interactive television system for distributing content including an identifier, said system comprising:

a cable head end to receive the content, the content including an embedded digital watermark comprising an identifier, said cable head end comprising:

a digital watermark detector to extract the identifier from the received content;

a bridge to communicate the extracted identifier to a database, the database including a trigger indexed according to the identifier, said bridge to receive a corresponding trigger identified in the database as corresponding to the identifier; and

an inserter communicating with said bridge to insert the trigger into the received content.

21. (original): The interactive television system according to claim 20, wherein said inserter communicates with at least a set-top box.

22. (original): The interactive television system according to claim 20, wherein said cable head end communicates the trigger to a network and receives from the network related content.

23. (original): The interactive television system according to claim 22, wherein the related content comprises interactive content.

24. (currently amended): The interactive television system according to claim 22, wherein the related content comprises at least one content item from a group of content items comprising ~~one of~~ a web page, HTML code, Java applet, audio, visual, graphic, and text.

25. (original): The interactive television system according to claim 22, wherein said inserter inserts the related content into the received content.

26. (currently amended): An interactive television system for distributing content embedded with unique identifiers, said system comprising:

a cable head end to receive content steganographically embedded with a unique identifier, said cable head end comprising an aggregator in communication with at least one set-top box and with a database, said aggregator communicating the unique identifier once extracted from the content ~~from the set-top box~~ to the database, and communicating related interactive data from the database to the set-top box.

27. (original): The system according to claim 26, wherein said aggregator communicates with a plurality of set-top boxes, and wherein said aggregator multicasts the related interactive data to the set-top boxes.

28. (currently amended): The system according to claim 26, wherein unique identifiers are embedded with ~~the embedding comprises~~ a digital watermarking.

29 – 56. canceled.

57. (new): A method comprising:

receiving content;

analyzing the content to obtain a steganographic identifier hidden therein;

forwarding the identifier to a database;

receiving information from the database, the information pertaining to the content or to the identifier;

combining the information with the content;

forwarding the content including the information to a consumer video rendering device,

wherein the information provides for interactivity with the content.

58. (new): The method of claim 57 wherein the consumer video rendering device comprises a set top box.

59. (new): The method of claim 57 wherein said method is carried out by a cable head end.